



*The Charm of  
Painted  
Fabrics*



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# *The Charm of Painted Fabrics*

FOR EXTERIOR AND  
INTERIOR DECORATION



FOSTER & STEWART CO.

*"Quality & Rainbow Fabrics"*

BAKER, CARVER & MORRELL, INC.

GENERAL DISTRIBUTORS

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CHICAGO

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# *The* CHARM *of* PAINTED FABRICS

**T**RAVELERS in the Orient and southern Europe have for years admired the colorful awnings that the Eastern peoples use so frequently. In the streets of Cairo, the sidewalk bazaars and shops are sheltered by gorgeous striped fabrics stretched from the sides of the plaster walled buildings on long poles. Over the roof tops of the low dwellings are seen the same brilliant colors serving as porch shades.

In Venice, radiant reds and dazzling yellows predominate in the striped awnings which shade the gondolas as they glide over the smooth waters of the canals. From the balconies may be seen other equally startling combinations.

As the homeward-bound ship steams away from Naples, to the Mediterranean, the last thing to leave its impression on the departing traveler is the fleet of Neapolitan fishing boats with their picturesque sails of Italian Sail Cloth, brilliant with all the colors of the rainbow.

With the first balmy days of Spring following that trip, the traveler's mind turns back to those scenes. Returning memories of the bizarre appeal of those exotic colors bring a desire to see them again—to use them at home.

But one need not journey eastward to find those colorful stripes—they are available here in our own United States, in all their original brilliancy and beauty. In Foster & Stewart Painted Fabrics will be found the same rich tones so admired in the Orient as well as a hundred other tasteful combinations.





### *Color—the Mark of an Interesting Home*

An authority on color writes in a recent book: "The home has always been an intimate expression of the life of a people as conformable to their character as a bird's nest is to its habits. But in these days of big cities, flat dwelling, and wholesale manufacturing, the home is tending to become a standardized product, manufactured for the population of the country in lots of a hundred thousand. What we are gaining in comforts and sanitation, we are losing in picturesqueness and personality."

It is this picturesqueness, this personality, that makes a home interesting. Individuality is a thing every home owner can attain by the use of color, though the actual lines of his house be those of a hundred others in the same community.

Picture the Dutch Colonial type of house. This has become a great favorite with American home owners. Do you recall any one of these many Dutch Colonial style homes that remains in your memory? Hundreds of them you may

have seen, yet few have been made sufficiently interesting that they linger in your memory.

Every home owner can utilize color in the awnings, the porch shades, the lawn sunshades, the couch hammock, and in many other ways that will give the house and grounds a distinct individuality, a personality that will make an impression on the casual passerby as well as on the frequent visitor.

### *A Multitude of Practical Uses for Foster & Stewart Painted Fabrics*

In addition to the many uses to which Foster & Stewart Painted Fabrics can be put in the home, there is a multitude of others. They are equally appropriate for use on lawns, at the beach, at country clubs, by hotels and apartments, and even by business buildings.

In the home, of course, there are the conventional uses as window awnings and porch awnings. But these do not begin to exhaust the possibilities of these charmingly colored



With every window and porch shaded, midday and hot sun bring nothing but restful coolness to the interior of this large country house



fabrics. If you use them for porch awnings, why not as slip covers for the porch furniture? Think how attractive you can make your porch by having awnings, chair covers, table covers and chair cushions all match, in striped or flowered patterns of brilliant coloring.

But suppose you have no porch. Then why not make one? A temporary one adds much to the comfort of a house during the warm summer months. Over a bricked or grass terrace, a broad awning of bright colored Foster & Stewart Painted Fabric may be stretched from the side of the house. The covered space can be screened in. Here you have an outdoor sitting room or breakfast room. In the winter, roof and screen may be removed, leaving the rooms adjacent to your temporary porch open to the sun.

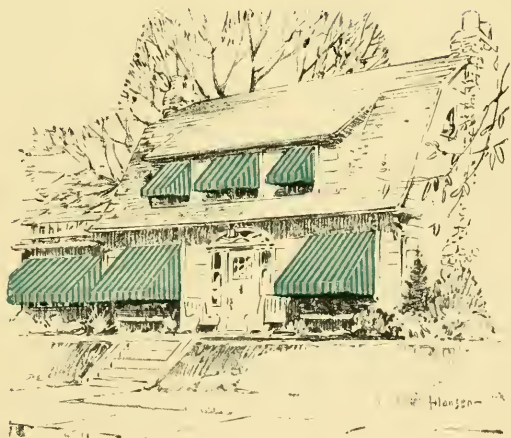
Or perhaps you have a small, narrow side porch—a mean little shelf with a steep roof that catches the drip and

the drizzle, but offers little protection from a sudden summer storm of driving intensity. That inadequate roof can be made a sure protection from both storms and the broiling sun which beats down on that side of the house by the simple expedient of adding to it. Nor is it necessary to go to the expense of a permanent roof. From the edge of the present roof an awning may be extended four, six or eight feet. The unused small porch at once becomes one of the most popular parts of the house.

And if the awning be made of painted stripe, it will be an ornament as well as a protection, increasing the beauty of the house and its surroundings.

Still another place where the awning may well be used is at the carriage entrance. Although it may be seldom used in fine weather, on stormy days it becomes most necessary. Should you add an awning to what may now seem a practically useless roof, under its influence your bad-weather entrance assumes the dignity of a *porte-cochère*.

The picturesqueness of painted stripes brings to this small Dutch Colonial home a distinction which sets it apart from the usual small house.





### *On the Lawn and in the Garden*

Just as a flower garden is added to the landscaping of the lawn to give it the relief of color, so can you add a few interesting pieces of lawn and garden furniture decorated with these vari-colored patterns. In one spot you may have a sunshade of vivid stripes under which are grouped a small table and chairs covered in the same style. What more interesting place could there be for afternoon tea?

Nearby is a couch hammock, resplendent in cushions and awning of contrasting colors. And if you walk a bit further into the garden, you may find a garden tent that vies with the coloring of the flowers for attention, an attractive addition and useful.

### *Summer at the Beach*

On the beach in front of the summer cottage or hotel, you will doubtless see a number of interesting uses of Foster & Stewart Painted Fabrics. The vivid colors reminiscent of

Italian Sail Cloth are found in the mammoth umbrellas which are used with sport chairs, in equally gorgeous hues. Bathing tents at the water's edge are not only useful, but add to the colorful atmosphere that prevails. If you have a pair of marine glasses, you may discover that a spot of color on the horizon is a pleasure yacht with a gaily colored deck awning.

### *At Golf and Country Clubs*

Probably the first places to introduce the use of the gorgeous colors of painted fabrics were the golf and country clubs. And properly so. Is it not appropriate that the joyousness of the play mood should be expressed in decorative spots of brightest hue?

Since the porches are among the most popular places at such a club, they should of course be shaded by awnings, as should the windows. To match the patterns in these awnings, the porch chairs, porch hammocks, cushions and pillows should all have the same or harmonious coverings.

At the tennis courts, the judge's stand and the galleries,



Bathing tents, beach chairs, giant umbrellas—all brilliant with color and a welcome relief from the solid blue of sky and sea and the white sand.



may be shaded by richly colored awnings. If the backstops are covered with solid painted fabrics in a dark color they will not only eliminate glare on the courts but will offer a contrast that should make for speedier play.

At the first tee, a sunshade protecting a bench and sport chairs covered with a similar material may be welcomed on those busy holidays when several foursomes must await their turn to drive off.

### *At the City or Suburban Hotel*

The comfort of the guests at the Hotel of course demands window awnings. In securing awnings of painted fabrics in distinctive colors, there is an added advantage. They distinguish the hotel as one apart from the usual run of hostleries. Sidewalk canopies to match add another touch of distinction.

Wherever a hotel maintains a roof garden, temporary protection against weather is often necessary. What better way could there be than to use a temporary roof that can be

rolled back in fine weather and leave the roof open to the stars? There are any number of Foster & Stewart Painted Fabrics which seem to have been made especially for this purpose.

### *Awnings to Sell Merchandise*

There is a well-known firm of hatters in New York City which advertises extensively in the daily papers. In each advertisement it features a picture of the store front shaded by a large awning using a broad striped fabric vividly colored. In the smaller advertisements there often appears no other illustration. The awning is so unusual that it sets the store apart from every other establishment on the Avenue. It creates a distinct atmosphere.

Other business buildings could well use such awnings to advantage. Among the hundreds of possible combinations in the Foster & Stewart line, there will be some fabric which exactly suits the needs of the store or the office building.

Hotels, apartments and stores find awnings and canopies of distinctive colors not only a protection against the elements but a very real business asset.



There are undoubtedly a great many more uses than those outlined here, but these will indicate the adaptability of these fabrics, resplendent in all the colors of the rainbow. As you see samples of the actual fabrics, no doubt many other uses will suggest themselves.

### *Add Life to Awnings by Proper Care*

Since one of the most common uses of painted fabrics is in window and porch awnings, perhaps a few words as to the care of awnings may not be amiss. For proper care will add life even to these long-wearing fabrics.

First of all, if awnings are down during a rain, they should be left down until they are thoroughly dry. Any water that collects in the trough of a half-raised awning should not be allowed to remain there. The awning should be lowered completely and dried.

If there is warning of a storm, it is well to raise the awnings, especially if the house has a shingle roof. Rain often washes the creosote from the shingles down over the eaves with a consequent staining of the awnings. These stains may rot the fabric.

Of course, awnings should be taken down when a house or building is painted, not only because they are liable to stain, but they may prevent a good painting job.

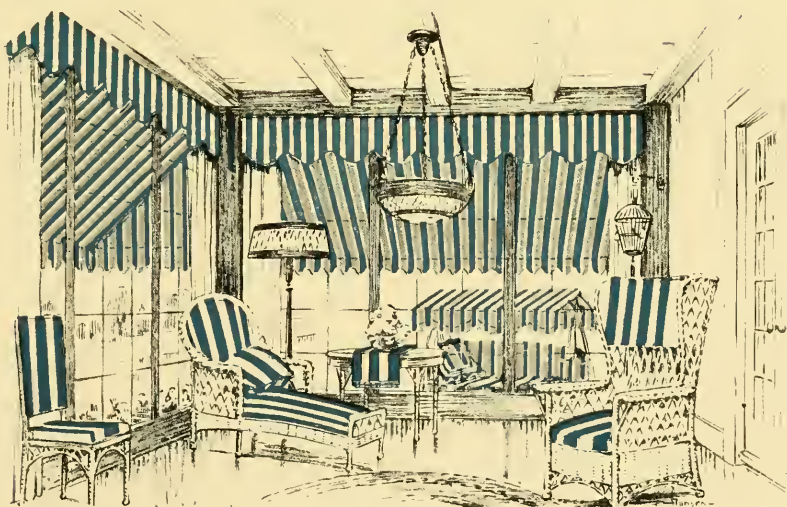
It is unwise to leave awnings up during the winter months. They should be thoroughly dried in the sun, then taken down and stored in a dry place. An attic storeroom is always preferable to the basement, as awning frames are liable to rust in a damp atmosphere with consequent staining and disintegration of the fabric.

Doubtless all these things have occurred to you before, but just as a reminder we have set them forth here.

*Foster & Stewart Fabrics—  
The Finest in Painted Stripes and Designs*

When a manufacturer uses the finest materials, with ordinary care he should be able to turn out a fine product. The colors which are used in Foster & Stewart Painted Fabrics are the best grade obtainable. They are especially prepared under our own formulæ and are not obtainable from any other sources. That is one reason why they are fast—they have no impurities which may change color and fade. Because they are so pure you will find a brilliancy about the color that is hardly obtainable elsewhere. The care with which the colors are applied results in a uniformity that makes every yard of standard quality.

The plain material (or “gray goods” as it is called) is very strong, much stronger than usually found in this type of fabric. It is woven especially for our purposes. The



A sun porch presents one more opportunity to use painted fabrics. Cushion, chair and table covers, and valances for the windows, add to the cheerful atmosphere that should be present in every solarium.



threads are double twisted. There are a greater number to the square inch than you will find in similar fabrics.

So it is that these painted fabrics start with the advantage of the best materials. And in the manufacturing processes, extreme care preserves this goodness and gives the fabrics uniformity.

Foster & Stewart Painted Fabrics are well known as "Rainbow Fabrics" and "Quality Fabrics," and are manufactured in the mills of the company at Norwalk, Connecticut.

They are distributed direct and through jobbers only to manufacturers by Baker, Carver & Morrell, Inc., of New York.

If you are unable to obtain these fabrics in your vicinity, we shall be glad to tell you how to obtain them.

BAKER, CARVER & MORRELL, Inc.  
37-41 Water Street, New York, N. Y.



The general distributors of Foster & Stewart Painted Fabrics occupy this entire building at 37-41 Water Street, New York City.

The photographic illustrations in this book depict actual awnings of Foster & Stewart Painted Fabrics in use. The other illustrations show the possibilities of these beautiful materials, in actual colors with patterns in correct proportion. These are but suggestions. Perhaps you may have in mind other uses. Somewhere in the Foster & Stewart line you will find just the right color combination to carry out your ideas. We suggest that you consult your leading awning manufacturer.

B. C. & M., Inc.





